



## *An Innovative Public Health Collaboration*

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*Cochise County, Santa Cruz County,  
Yuma County & Tohono O'odham Nation*

*Chronic Disease Disparities in Arizona:  
From Awareness to Action*

April 13, 2005

*"LEADERSHIP FOR A HEALTHY ARIZONA"*

# Presentation Outline

- Program Rationale
- Special Challenges in Border Region
- Border Health Issues
- Goal and Objectives
- "Border Health SI" Project Model
- Organizational Structure
- Partners and Roles
- Intervention Domains
- Key Cross-Community Intervention Strategies by Domain
- Activity Highlights
- Expanded Collaboration
- Future Direction

# Program Rationale

- 12.5% of Arizona adults (18+) reported being told that they had ***asthma*** (BRFSS 2003)\*
- 20.1% of Arizona adults met or exceeded the BMI standard for ***obesity*** (BMI  $\geq$  30) (BRFSS 2003)\*
- 6.3% of Arizona adults reported being told by a doctor that they had ***diabetes*** (BRFSS 2003)\*

*\*County level data will be available as of the 2004 BRFSS via STEPS funding.*

# Program Rationale

## *Disease Prevalence by Race / Ethnicity*

	Asthma		Overweight* BMI 25.0-29.9		Obese* BMI $\geq 30$		Diabetes
White	9.3 %		37.8 %		18.7 %		6.0 %
Black	<b>17.6 %</b>		17.4 %		<b>30.9 %</b>		2.2 %
Hispanic	3.4 %		<b>38.7 %</b>		19.5 %		<b>7.3 %</b>
Other	<b>11.6 %</b>		26.2 %		18.8 %		<b>9.1 %</b>
Multi-Racial	10.0 %		<b>33.7 %</b>		<b>37.6 %</b>		3.0 %

Source: 2003 BRFSS, \*2002 BRFSS

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# Program Rationale

## *Risk Factor Prevalence by Race / Ethnicity*

	Tobacco Use ( <i>smoke everyday</i> )		Consume less than 5 servings of fruits/vegetables a day		Do not meet guidelines for moderate physical activity
White	17.0 %		77.4 %		49.3 %
Black	15.9 %		65.6 %		44.6 %
Hispanic	8.6 %		80.7 %		57.9 %
Other	16.2 %		69.3 %		36.8 %
Multi-Racial	60.9 %		57.4 %		35.3 %

Source: 2003 BRFSS

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# Special Challenges in U.S.-Mexico Border Region

## Poverty

- *More than one third of U.S. border families live at or below the poverty line*

## Migration

- *Frequent movement between both countries and within U.S., impacting continuity of health care (6 of 18 Points of Entry are in Arizona)*
- *~90% of border population resides in 14 paired inter-dependent sister cities (4 cities are in Arizona)*



# Special Challenges in U.S.-Mexico Border Region

## Diverse and Rapidly Growing Population

- *Several cultures and languages represented; Mexican/Hispanic, U.S./North American, and Native American/American Indian (particularly in Arizona)*
- *26 U.S. federally-recognized tribes are represented, some with extensive family and cultural ties to indigenous peoples in border region of Mexico*
- *Border population expected to increase by 19.4 million people by 2010*

# U.S.-Mexico Border Health Issues

- **Sanitation:** *Lack of clean and adequate water supply and proper waste treatment and disposal > water-borne illness*
- **Air Pollution:** *Exposure to airborne dust, pesticide use and chemicals > respiratory problems*
- **Access to Health Care:** *Lack of insurance, inadequate transportation, medically underserved, shortage of bilingual health information and providers, and culturally insensitive systems of care*



# U.S.-Mexico Border Health Issues

- **Communicable Diseases:** *STD, TB, Hepatitis A and other intestinal infections, and vaccine preventable illnesses*
- **Non-communicable Diseases:** *Diabetes, hypertension, obesity, asthma and lupus*

# Steps To A Healthier Arizona (STEPS) Initiative - *Goal*

- Reduce the burden of asthma, diabetes and obesity and address the related risk factors of inadequate dietary intake, physical inactivity and tobacco use in Cochise, Santa Cruz and Yuma Counties and the Tohono O'odham Nation.

# Steps To A Healthier Arizona (STEPS) Initiative – *Objectives*

- Build on *Border Health ¡SI!* Project Model (diabetes) to include obesity and asthma interventions
- Strengthen existing, and develop new Special Action Groups
- Mobilize schools to utilize the CDC School Health Index
- Coordinate state agency efforts and programs at state and community level
- Establish data surveillance and analysis systems
- Engage community partners in the development of programs and training
- Train health care providers and lay health workers at the local level

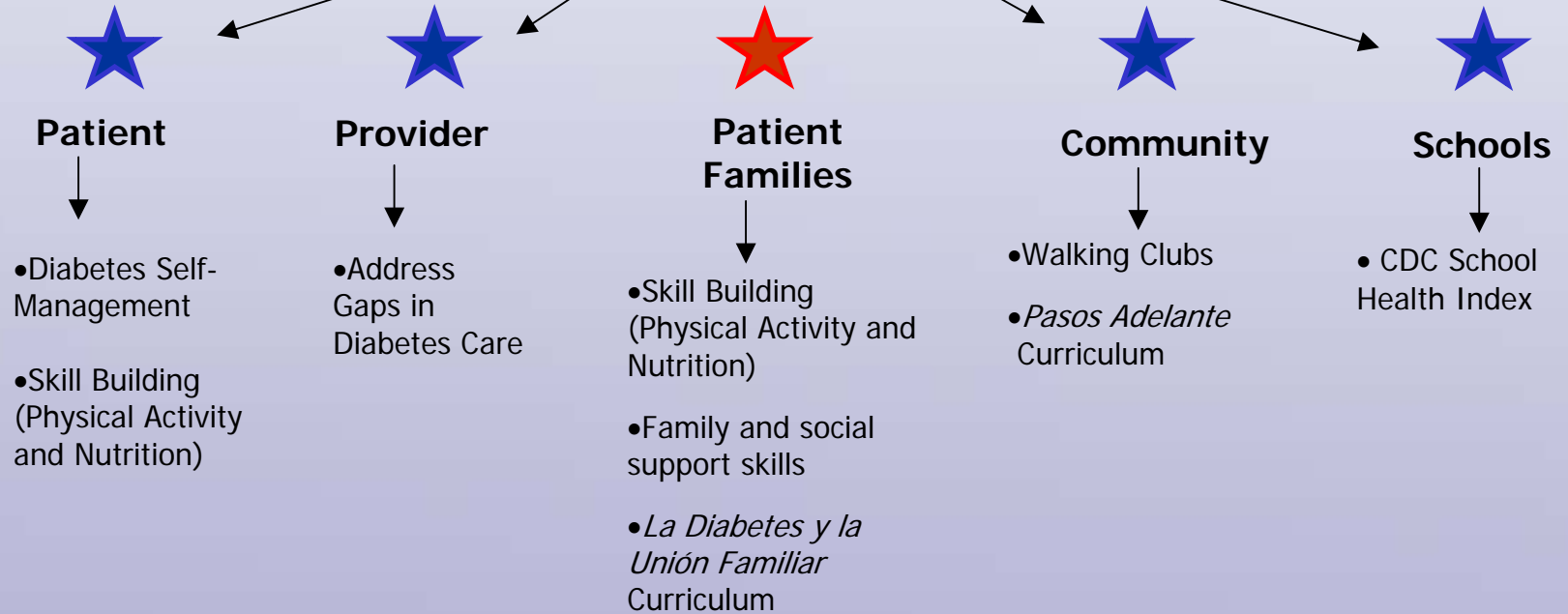
# Border Health ¡SI!

Target Populations  
Projects

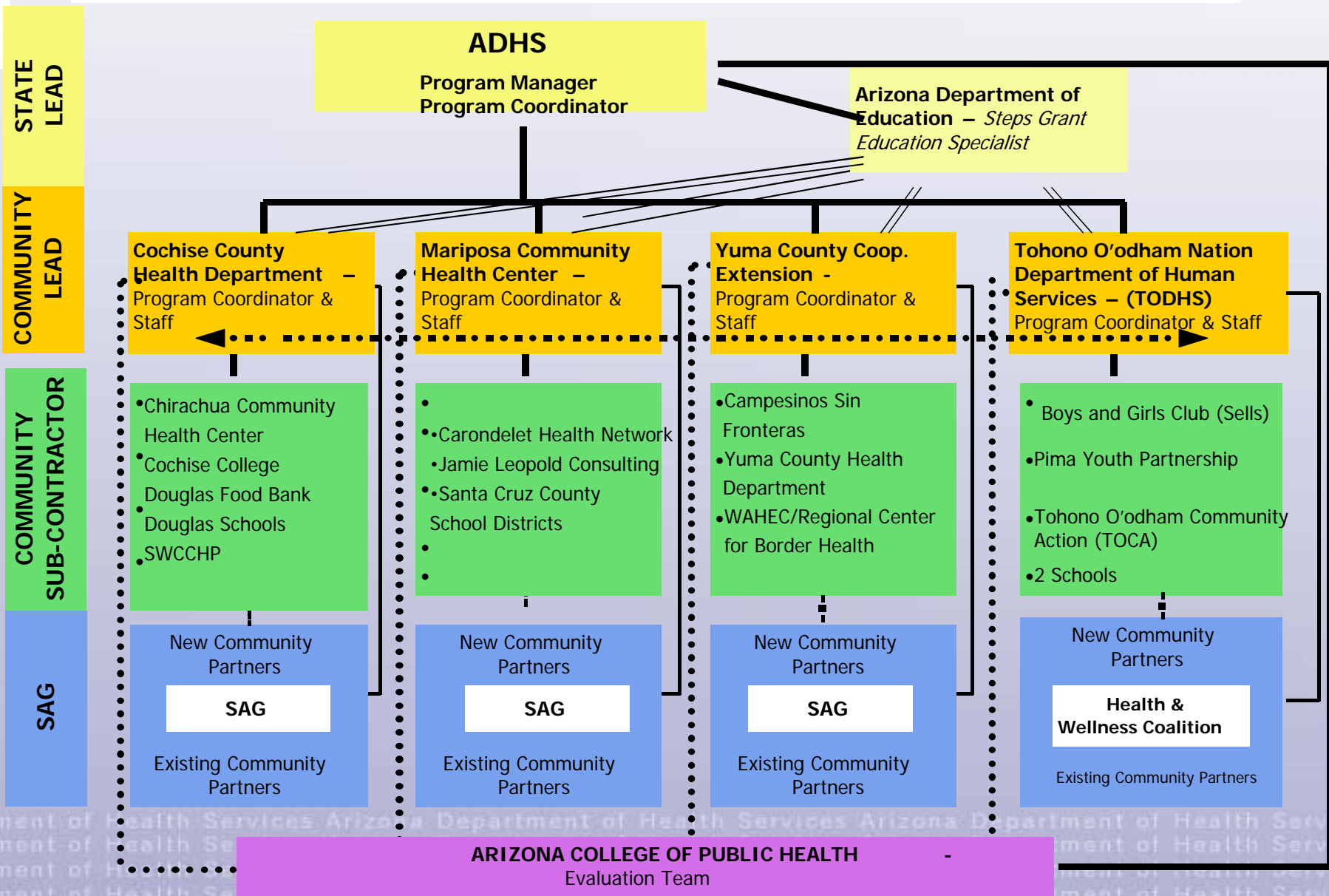
Existing Partnerships

New Partnerships

## Special Action Groups (SAGS)



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# State Lead Agency

# Arizona Department of Health Services (ADHS):

- Division of Public Health Prevention
- Office of Chronic Disease Prevention and Nutrition Services

# State Inter-Agency Partner

## Arizona Department of Education (ADE):

- School Health and Nutrition Programs Unit*

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# Arizona STEPS Partners

## Community Lead Agencies

- **Cochise County:** *Cochise County Health Department*
- **Santa Cruz County:** *Mariposa Community Health Center*
- **Yuma County:** *University of Arizona-Cooperative Extension*
- **Tohono O'odham Nation:** *Department of Human Services (newest partner!)*

## University of Arizona

- **Mel & Enid Zuckerman Arizona College of Public Health:** *Community-Based Evaluation*

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# Arizona STEPS Partners

- Primary Community Subcontractors
  - Campesinos Sin Fronteras
  - Carondelet Health Network
  - Chirachua Community Health Center
  - Cochise Community College
  - Douglas Area Food Bank
  - Douglas Public Schools
  - Jamie Leopold Consulting
  - Regional Center for Border Health (RCBH)/Western Arizona Area Health Education Center (WAHEC)
  - Santa Cruz County School Districts (2)
  - Southeastern Area Health Education Center (SEAHEC)
  - Southwest Center for Community Health Promotion (SWCCHP)
  - Yuma County Health Department



# Arizona STEPS Partners

- Special Action Groups (SAG) / Community Coalitions

## ***Cochise County***

- Douglas (STEPS participation)
- Bisbee (TBD)
- Sierra Vista (TBD)

## ***Santa Cruz County***

- Nogales (Countywide) - *new leadership and direction*
- Rio Rico (North County) - *partnering w/existing group*
- Patagonia (East County) - *partnering w/existing group*

## ***Yuma County***

- South Yuma County >>> Asthma SAG (Countywide)
- Central Yuma County (newly formed)
- East Yuma County (TBD)

## ***Tohono O'odham Nation***

- Health and Wellness Coalition (TBD)

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# Arizona STEPS Partners

- **Core Internal ADHS Program Partners**
  - Obesity Prevention Program
  - Diabetes Prevention & Control Program
  - Asthma Liaisons
  - Epidemiology Unit
  - Health Marketing Department

# Arizona STEPS Partners

- **Related Internal ADHS Program Partners**
  - Arizona's Farmer's Market Nutrition Program
  - Arizona Nutrition Network
  - Community Nutrition Program
  - 5-A-Day For Better Health Program
  - Hearts-N-Parks
  - Healthy Aging 2010 Project
  - Healthy Arizona 2010 Initiative
  - Maternal and Child Health Nutrition Program
  - Office of Border Health
  - Promoting Lifetime Activity for Youth (PLAY) Program
  - Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)
  - Tobacco Education Prevention Program (TEPP)
  - Walk Everyday Live Longer (WELL) Arizona

# Outside Affiliated Partners

- American Lung Association
- Arizona Asthma Coalition
- Arizona Culinary Institute
- Arizona State Library
- University of Arizona-Pediatric Pulmonary Center
- University of North Carolina-School of Public Health
- Western Growers Association (TBD)



# Arizona Department of Education Role

- Provide coordination and informational support for school-based interventions, such as School Health Index and School Health Councils
- Coordinate mini-grants for Arizona Healthy School Environment Model Policy
- Administer Youth Risk Behavior Survey (YRBS) and related health assessments
- Provide technical assistance related to asthma, diabetes, obesity, and relevant state and federal health education standards and mandates

# Arizona College of Public Health Role

- Plan and conduct local evaluation in collaboration with program team and partners
- Develop evaluation tools on selected interventions
- Collect and analyze data
- Determine if interventions have been successful in their stated objectives
- Offer and disseminate recommendations based on findings
- Provide evaluation technical assistance for ongoing program development

# STEPS Intervention Domains

- Patient
- Healthcare Provider
- Community
- Schools
- Workplace
- Policy/Environment

# Key Cross-Community Intervention Strategies By Domain

- Patient
  - Self-empowerment/Education/Skill-building Support
- Healthcare Provider
  - Training & Toolkits
  - Systems Development
  - Ongoing Informational Support
- Community
  - Outreach/Education/Skill-building Activities
  - Lay Health Worker Training & Technical Assistance
  - Health Marketing

# Key Cross-Community Intervention Strategies By Domain cont ...

- Schools: *K-12*
  - School Health Index (SHI)  
*(Assessment > Action Planning > Technical Assistance > Coordinated School Health Curriculum)*
  - Training on Obesity, Diabetes and Asthma Prevention and Control
  - Ongoing Informational Support

# Key Cross-Community Intervention Strategies By Domain cont ...

- Schools: *Preschool, Daycare and Child Care Centers*
  - Nutrition & Physical Activity Self-Assessment For Child Care (NAP-SACC) (*Assessment > Action Planning > Technical Assistance > Policies and Practices*)
  - Training on Obesity, Diabetes and Asthma Prevention and Control
  - Ongoing Informational Support



# Key Cross-Community Intervention Strategies By Domain cont ...

- Workplace
  - Employee Wellness Programs
  - Healthy Workplace Practices
- Policy/Environment
  - Special Action Groups (SAG) / Community Coalitions

# Cross-Community Program Activity Highlights

- Community-based Nutrition, Diabetes, Physical Activity, Asthma and Tobacco Programs

*(Pasos Adelante/Steps Forward; Grocery-Store Promotions; and Farmer's Market and Food Bank Cooking Demonstrations)*

- Health Care Provider and Lay Health Worker Local and Regional Training

*(BMI Provider Toolkit; Asthma Provider Toolkit (upcoming); National Community Health Workers/Promotoras Conference; Central Arizona College Dietetic Education Program; Motivational Interviewing and Walkable Communities)*

# Cross-Community Program Activity Highlights *cont ...*

- Health Marketing
  - **Teen Visual Arts Contest**  
*(focuses on nutrition, P.A. & healthy lifestyles for select high schools in Arizona STEPS and Sonora communities; collaboration b/w STEPS, OPP, AzNN & Border Health Office)*
  - **Formative Research**  
*(focus groups and pilot testing is set to begin in June 2005 for primary and secondary target audiences; future media resource kits)*

# Cross-Community Program Activity Highlights *cont ...*

- CDC School Health Index (K-12)  
*Currently underway, with technical assistance and training plan in process to support community partners in implementation*
- UNC NAP-SACC (Pre-K)  
*AZ STEPS partners, related ADHS programs & external agencies and organizations)(Yuma-Currently Pilot Testing; Cochise, Santa Cruz & TON to pilot test in Program Year 3*

# Cross-Community Program Activity Highlights *cont ...*

- 2005 Arizona Healthy School Environment Model Policy Mini-Grants  
*ADE STEPS Mini-Grants awarded to 4 schools across 2 STEPS counties-Cochise and Santa Cruz*
- American Lung Association (ALA) Open Airways For Schools Curriculum  
*Training and implementation in 3 STEPS counties*



# Program Evaluation and Surveillance Activity Highlights

- *Surveillance*

## **2004 BRFSS**

- *Survey completed, with over-sampling in all 3 STEPS counties*
- *Data analysis underway*

## **2005 BRFSS**

- *Survey currently in process*
- *Alternative BRFSS in development for TON to be completed this year*

## **2005 YRBS**

- *Survey currently in process in all three counties with over-sampling in all 4 STEPS communities and coordination between State and BIA YRBS*



# Program Evaluation and Surveillance Activity Highlights

## *cont ...*

- *Evaluation*
  - Operational Local Evaluation Plan
  - Full Evaluation Team
  - Tested Evaluation Database System
  - Core Evaluation Instruments:
    - SNAP Survey
    - Pre-Post Test Instrument
    - School Health Interview
  - Evaluation Training & Technical Assistance
  - National Evaluation Planning Participation
  - Year 1 Annual Evaluation Report

# Local Program Highlights

- Cochise County: *Basic Community Health Worker Certification Course at Cochise Community College*
- Santa Cruz County: *School Employee Wellness Program*
- Yuma County: *Yuma Asthma SAG/Coalition* (w/Arizona Asthma Coalition)
- Tohono O'odham Nation: *Year 1 Start Up*

# Steps To A Healthier Arizona Initiative - *Strengths*

- Successful existing program model and institutional relationships as stepping stones for expansion
- Diverse and experienced state agency, university and community partners
- Collaborative strategic, program and evaluation planning processes
- Multi-dimensional communication system
- Strong state leadership and support
- Ongoing federal technical assistance

# Steps To A Healthier Arizona Initiative - *Future Direction*

- Continued integration of chronic disease, nutrition, physical activity and tobacco programs at state and local levels through shared planning, coordination and leveraging of resources
- Gradual replication of STEPS model and/or components to other regions of the state



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